

Public Perception of Comparative Environmental Impacts and Economic Preferences for Inland and Coastal Waterways and other Modes of Transportation

**Les Sutton
Kirby Corporation**

Public Perception of Waterway Transportation

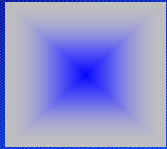


◆ Almost none!

Public Perception of Waterway Transportation

- ◆ **Almost none!**
 - ◆ Where people live
 - ◆ Where they work
 - ◆ What they worry about





Play Ball!

**Soccer
Practice**

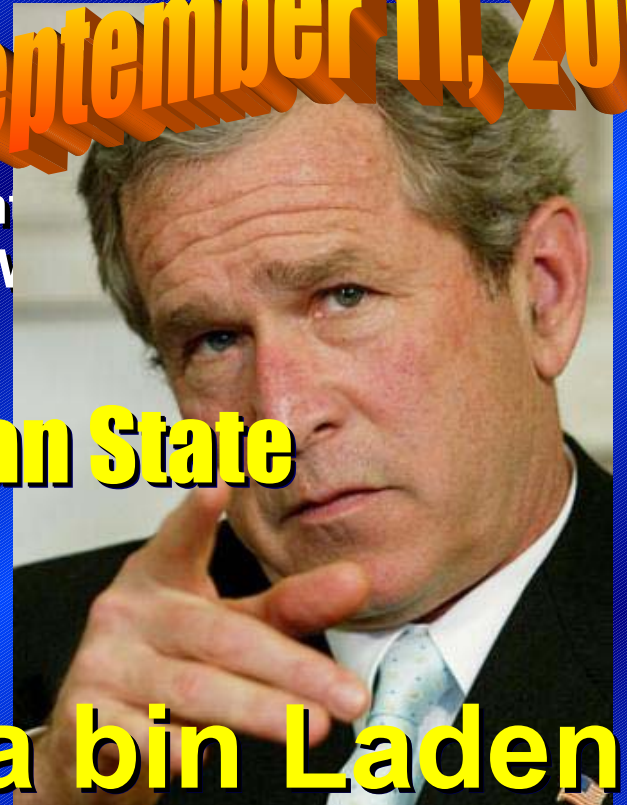
September 11, 2001

O. J. Simpson

Final Four

Palestinian State

Osama bin Laden





Public Perception

Testing Creative Concepts for National Waterways'
Public Affairs and Consumer Education Campaign

A Focus Group Report to:

National Waterways Conference

February 2001

Fleishman-Hillard Research
Fleishman-Hillard, Inc.

200 North Broadway
St. Louis, MO 63102
314/982-1700

Testing Creative Concepts for National
Waterways' Public Affairs and Consumer
Education Campaign

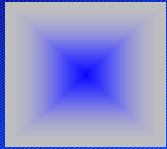
A Survey Report to:

National Waterways Conference

March 2001

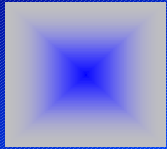
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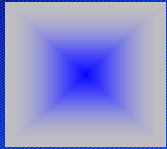
Public Perception

- ◆ **Not a ‘top of mind’ subject**
 - Inland Waterway System doesn’t mean transportation
 - Do not think it needs maintenance
 - It is established, It is cheap, Industries like it
- ◆ **Very little public perception of navigation**



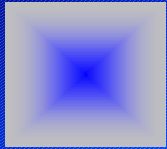
Public Perception

- ◆ **Not a ‘top of mind’ subject**
- ◆ **When reminded agreed it was important**
 - History
 - Fewer trucks on the roads
 - Less pollution/noise
 - Part of the overall transportation system
- ◆ **Very little public perception of navigation**



Public Perception

- ◆ **Adults learn only when they need to**
- ◆ **Process information only when needed**
- ◆ **Entertainment**
 - Blood, sex, violence, scandal
 - O. J. Simpson
 - War



Public Perception

- ◆ **Waterway opponents understand how adults learn**
- ◆ **Attacks tied to events**
 - Whistleblower story
 - Firing of Mike Parker
 - American Rivers “10 Most Endangered”
 - Lewis & Clark celebration



The Story is Simple and Easily Understood

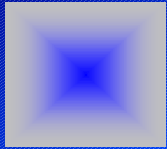
- 1. Barges are efficient**
- 2. Barges are environmentally friendly**
- 3. Barges relieve highway congestion**



Public Perception



Maintaining a Healthy, Viable Inland Waterway System is Important



Who is interested in the story ?

- ◆ Editorial Boards
- ◆ Opinion Leaders
- ◆ Inside the Beltway





When the Story is Effectively Told, It is Understood and Accepted

- **U. S. House of Representatives Committee on Transportation and Infrastructure - May 23, 2001 Press Release**
 - *“Given that water transportation is an efficient, effective, and environmentally responsible means of moving freight, we would be wise to make full use of our maritime transportation system.”*

- Representative Jim Duncan,
Chairman of the Water Resources
and Environment Subcommittee

Barges Relieve Highway Congestion



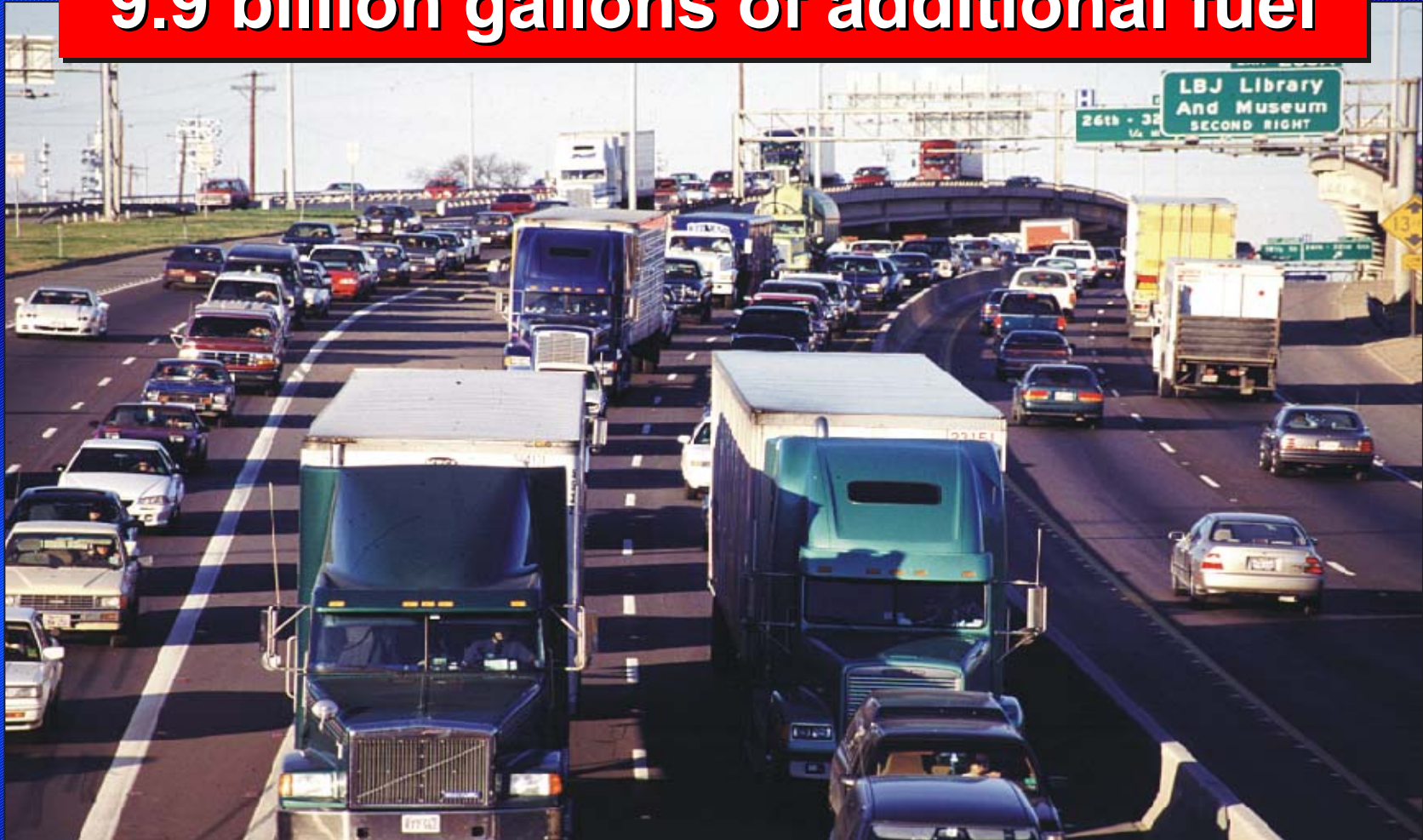
To Move the Domestic Waterborne Commerce by Truck Would Require:

41 million more truck trips



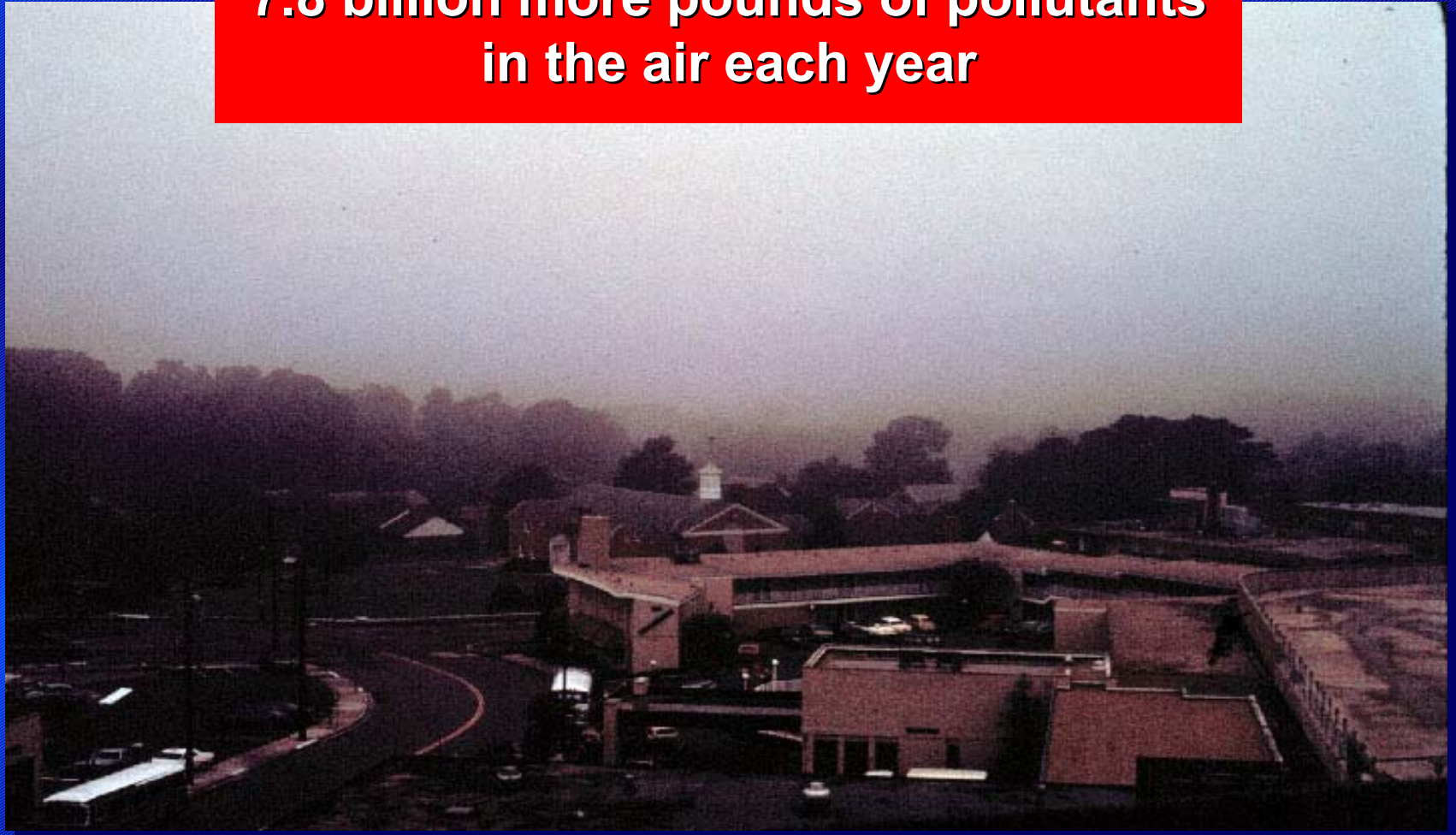
To Move the Domestic Waterborne Commerce by Truck Would Require:

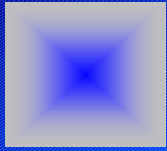
9.9 billion gallons of additional fuel



To Move the Domestic Waterborne Commerce by Truck Would Put:

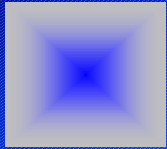
**7.8 billion more pounds of pollutants
in the air each year**





Some Good News

- ◆ **Our opponent's story is not resonating with the public either**
 - ◆ **Their real story is not anti-waterway. It is anti-farm**
- ◆ **They want to try a cooperative approach on the Upper Mississippi**
- ◆ **Chris Brescia is meeting with them today**



Summary

- ◆ **Adults learn only when they need to**
- ◆ **Water transportation is not very important to them**
- ◆ **Reach them with what is important to them**
 - Highway congestion
 - Clean air
- ◆ **Influence decision makers**

